

FOR IMMEDIATE RELEASE

Press Statement 31/2025
19 November 2025

Page 1 of 2

World of Smooth 2025 Culminates in a Smooth and Unforgettable CarlsCrib – Smooth Edition Finale

A multi-sensory celebration of spicy bites, smooth beer, surprise drops, and pure good vibes done #BestWithCarlsberg

KUALA LUMPUR, 19 November 2025 - Carlsberg Smooth Draught turned up the heat and cooled it down in the smoothest way, as CarlsCrib Smooth Edition drew approximately 5,000 guests to Sentul Depot for the flagship finale of World of Smooth 2025 across two days. The immersive hangout brought to life everything Malaysians love about the spicy food culture, pairing fiery food with the smoothest beer in town and delivering an experience made for good vibes and great company.

“With World of Smooth 2025, we are levelling up the Spicy Trail journey. Food is at the heart of the Malaysian culture, and our passion for spicy flavours deserves to be celebrated alongside the effortlessly smooth brew that is Carlsberg Smooth Draught. At Carlsberg, it is always about more than just beer, it is about delivering experiences that are unique, cool and right on trend. From spicy food collabs to the coolest tunes, this campaign brings together everything that is made #BestWithCarlsberg,” said Olga Pulyaeva, Marketing Director of Carlsberg Malaysia.

In addition to Smooth Street, guests explored three other themed areas inspired by Chinese, Indian and Thai flavours, each serving favourites across various food vendors. The first 500 guests each day received a complimentary Spicy Passport, unlocking a smooth and spicy tasting journey that paired spicy bites with ice cold Carlsberg Smooth Draught at every turn. From *Mala Chicken* and *Bo bo Ji* to *Pani Puri*, *Squid Balls* and cooling *Mini Ice Cream*, visitors discovered a curated selection of spicy flavours that brought the campaign idea to life.

Heat moved from the streets to the stage with six music acts from Hong Kong, Malaysia, Italy and Thailand igniting Sentul Depot with high energy performances. Fans enjoyed Shiga Lin’s Cantopop masterclass, smooth sonic vibes from Tydel, energetic Indian-influenced rhythms from YuNoHoo and electrifying DJ sets from Angemi, Roxy June and DJ Tick featuring Reeve. Live band Fang Kong amplified the atmosphere throughout the evenings with raw, immersive music that set the tone for the night.

Guests also enjoyed hands on cocktail workshops with Soma Bar, interactive games such as the Spicy Hammer and Claw Machine, posed at the AI enhanced photo booth for instant social media content, and explored a variety of eye-catching spots perfect for capturing their #BestWithCarlsberg moments. As part of its **#CELEBRATERESPONSIBLY** campaign, Carlsberg also partnered with Grab and Buddy Driver to provide guests with ride promotion codes.

CarlsCrib Smooth Edition capped off a nationwide journey that celebrated Malaysia’s fiery food culture and the smooth refreshment of Carlsberg Smooth Draught. From September to November, the World of Smooth 2025 campaign invited fans to explore flavour-packed experiences, such as recommendations for food pairings and the Smoothest Self-Heating Steamboat Set created in partnership with MiX Store, allowing fans to customise their heat and smoothness level using Carlsberg Smooth Draught.



Consumers can continue to enjoy the World of Smooth 2025 with campaign rewards and contests still running nationwide through 30 November 2025. Consumers who purchase RM90 worth of Carlsberg Smooth Draught at participating pubs, or six big bottles at eateries, or two six-can packs at super and hypermarkets, 99Speedmart or online platforms, stand a chance to take home the limited-edition mini-Bluetooth speakers that have been turning heads throughout the campaign.

Those visiting convenience stores can also enter for a chance to win the full set by purchasing any Carlsberg Smooth Draught can at participating outlets. With spicy flavours, smooth refreshment and exclusive collectibles up for grabs until the end of November, the celebration continues across Malaysia.

For more details, visit <https://bestwithcarlsberg.my/wos/>. And remember to always **#CELEBRATERESPONSIBLY**. If you drink, don't drive. For non-Muslims aged 21 and above only.

– End –

For more information, please scan:



For further enquiries, please contact:

Contacts

Media Relations:

Team Carlsberg Malaysia:

Polly Liao, Brand Manager	+603-5522 6352
Immy Ooi, Senior Manager, Corporate Affairs & Sustainability	+603-5522 6404

polly.hn.liao@carlsberg.asia
immy.li.ooi@carlsberg.asia

Team Continuum PR:

Michelle Bridget	+60 12-697 7356
Goh I Ching	+60 14-218 1906

michelle.bridget@continuumpr.com
iching@continuumpr.com

About Carlsberg Malaysia Group

Carlsberg Brewery Malaysia Berhad was incorporated in December 1969. We are a dynamic brewer with operations in Malaysia and Singapore, with stakes in a brewery in Sri Lanka, and regional presence via exports.

Our international portfolio of brands features Probably the Best Beer in the World – Carlsberg Danish Pilsner, Carlsberg Smooth Draught and Carlsberg Special Brew as well as Carlsberg Alcohol Free Pilsner and Wheat. Our international premium brews including France's premium beers 1664 Brut, 1664 Blanc and 1664 Rosé, as well as iconic first beer of Japan, Sapporo Premium Beer, European cider Somersby, British-inspired Connor's Stout Porter and US award-winning craft beer Brooklyn Brewery as well as Tuborg Strong. Our local brands include SKOL, Royal Stout and Nutrimalt. Our products are for non-Muslim consumers aged 21 and above in Malaysia or aged 18 and above in Singapore. Please **#CELEBRATERESPONSIBLY** – if you drink, don't drive!



Our 640 performance-driven employees are guided by our Purpose of *Brewing for a Better Today and Tomorrow* and we are committed to delivering on our ESG programme of Together towards ZERO and Beyond in our quest to achieve net zero carbon emissions throughout our value chain by 2040. Find out more at www.carlsbergmalaysia.com.my

World of Smooth 2025 于 CarlsCrib – Smooth Edition 顺滑落幕，留下难忘回忆

一场融合多重感官的盛宴，集结了辛辣美食、顺滑啤酒、惊喜好礼与满满正能量，尽在 #BestWithCarlsberg!

（吉隆坡 2025 年 11 月 19 日讯）Carlsberg Smooth Draught 不仅带来了火热的氛围，也以最顺滑的方式带来清爽体验！为期两天的 CarlsCrib Smooth Edition 吸引了约 5,000 人齐聚吉隆坡 Sentul Depot，共同见证 World of Smooth 2025 旗舰终章。这场沉浸式聚会生动诠释了大马人对香辣美食的热爱，火辣美食搭配全城最顺滑啤酒，营造出氛围感十足、同欢共乐的体验。

马来西亚 Carlsberg 集团市场总监奥加尔（Olga Pulyaeva）表示，“通过 World of Smooth 2025，我们提升了辣味美食的体验。美食是大马文化的重要组成部分，而我们对香辣料理的热爱，值得举杯庆祝。当然少不了 Carlsberg Smooth Draught 的顺滑相伴。嘉士伯一直以来不仅专注酿造优质啤酒，更致力于打造独特、酷炫、引领潮流的体验。从香辣美食组合到最酷的音乐，这一波操作完全以 #BestWithCarlsberg 方式呈献。”

除了 Smooth Street 之外，来宾们还探索了中式、印度式和泰式三大主题区，各区摊主纷纷献上各式美味佳肴。每日首 500 位到场者还获赠 Spicy Passport，有了这份免费“护照”，即可开启顺滑香辣味蕾之旅，尽情享受香辣小吃，同时搭配冷爽 Carlsberg Smooth Draught。从麻辣鸡、钵钵鸡到脆球饼（Pani Puri）、鱿鱼丸及迷你雪糕，到访者不仅品尝了一系列精选香辣美食，也充分体验了活动的精髓。

热度从美食街蔓延到舞台，来自香港、马来西亚、意大利和泰国的六组艺人带来了火力的演出，点燃现场。Shiga 连诗雅以温柔嗓音和抒情歌曲打动人心；Tydel 带来活力四射的演奏；YuNoHoo 则呈现了印度风格说唱表演。Angemi、Roxy June 和 DJ Tick 联手 MRG，带来了动感十足的 DJ 舞曲，让观众大饱耳福。傍晚时分，还有放空（Fang Kong）驻唱歌手暖场，弹唱营造出浓厚的氛围感。

到访者还有得亲身体验 Soma Bar 鸡尾酒工作坊、畅玩 Spicy Hammer 和夹娃娃机等互动游戏、走进 AI 增强型照相亭拍照打卡，并探索会场多个打卡点，记录下 #BestWithCarlsberg 美好时刻。为了持续推广理性饮酒 #CELEBRATERESPONSIBLY 理念，嘉士伯还联合 Grab 和 Buddy Driver 提供打车及代驾优惠码。

继走遍全国各地，为大马香辣美食文化和 Carlsberg Smooth Draught 顺滑口感喝彩后，CarlsCrib Smooth Edition 为这段旅程画上了圆满句号。于 9 月至 11 月之间，World of Smooth 2025 相关活动让消费者迎来了丰富的风味体验，包括餐酒搭配推荐，以及与 MiX 便利店携手推出的“酒香辣爽自热锅组合”（Smoothest Self-Heating Steamboat Set），让美食爱好者能够搭配 Carlsberg Smooth Draught，随心调整辣度和顺滑度，尽享美味。

消费者还有时间参与 World of Smooth 2025，相关活动奖励和有奖竞赛将持至到 2025 年 11 月 30 日。在指定酒吧购买价值 RM90 的 Carlsberg Smooth Draught、在餐饮店共享或打包 6 大瓶，或在超市、

霸市、99 Speedmart 连锁超市及线上平台购买两套 6 罐装，即可享有机会获得高人气限量版迷你蓝牙音箱。

光顾便利店时，消费者还有机会赢取包含所有款式音箱的套装，只需在指定门店购买罐装 Carlsberg Smooth Draught 即可参与。这股热潮仍在全马持续蔓延，以香辣美食、顺滑啤酒和独家收藏品点燃激情，直到 11 月底。

更多详情，请浏览 <https://bestwithcarlsberg.my/wos/>。嘉士伯产品和活动仅限年龄 21 岁以上的非穆斯林人士，敬请理性饮酒 **#CELEBRATERESPONSIBLY**，并牢记不忘：酒后不开车，开车不喝酒！

-完-

欲获取更多资讯，请扫描以下二维码：



若有任何疑问，请联络以下人员：

联络方式

媒体公关：

马来西亚 Carlsberg 集团：

Polly Liao 品牌经理	+603-5522 6352	polly.hn.liao@carlsberg.asia
黄丽荫 (Immy Ooi) 企业事务及可持续发展高级经理	+603-5522 6404	immy.li.ooi@carlsberg.asia

Continuum PR 公关公司：

Michelle Bridget	+60 12-697 7356	michelle.bridget@continuumpr.com
Goh I Ching	+60 14-218 1906	iching@continuumpr.com

关于马来西亚 Carlsberg 集团

马来西亚 Carlsberg 集团 (Carlsberg Brewery Malaysia Berhad) 于 1969 年 12 月成立，是一家灵活酒商，业务遍布马来西亚和新加坡，并在斯里兰卡一家酒厂持有股份，也通过出口市场扩大区域范围。

本集团旗下国际品牌组合包括堪称全球最佳啤酒——Carlsberg Danish Pilsner、Carlsberg Smooth Draught、Carlsberg Special Brew 及 Carlsberg Alcohol Free Pilsner and Wheat，还有国际优质啤酒：法国优质啤酒 1664 BRUT、1664 Blanc 及 1664 Rosé、日本标志性首个啤酒 Sapporo Premium Beer、欧洲苹果酒 Somersby、英伦式 Connor's Stout Porter、美国屡获殊荣精酿啤酒 Brooklyn Brewery，以及 Tuborg Strong。本地品牌包括 SKOL、Royal Stout、Nutrimalt。本集团旗下产品仅供马来西亚年龄 21 岁以上、新加坡年龄 18 岁以上的非穆斯林消费者饮用。理性饮酒，你我有责，时时刻刻牢记住“酒后不开车，开车不喝酒”！**#CELEBRATERESPONSIBLY**

我们共有 640 名职员，皆以绩效为驱动力，并秉承“酿造更美好的今天和明天” (Brewing for a Better Today and Tomorrow) 宗旨，我们致力于实施“共同迈向并超越零目标” (Together towards ZERO and Beyond) ESG 计划，以实现到 2040 年全价值链净零碳排放目标。敬请浏览 www.carlsbergmalaysia.com.my 了解更多。

